BOND STREET

A Genuine and very different Aromatic Mixture

Contains a rare aromatic tobacco never before used in popular-price blends . . . wonderful flavor and aroma, even the ladies approve. Smooth, cool and clean-burning.

TWO GRAND PIPE MIXTURES

with the *bite out* and the flavor *in!*

offered by PHILIP MORRIS

● Is it not the fault of your pipe—when it begins to taste like a combination of barbed-wire and old Christmas necktie . . . or just "flat"—like nothing at all. Look to your tobacco, Mister . . . don't blame the pipe! Case dismissed.

● Here are two fine tobaccos, for your judgment.

One is almost certain to delight you . . . to make your pipe smoke sweeter and taste better than ever before.

So we suggest you try them. Either one first. Then the other.

You'll find both extra good . . . smooth and cool-smoking . . . with a world of flavor *in* . . . and with "the bite *out!*"

A Philip Morris advance in preparing fine tobaccos accounts for that—and here's the evidence:

HARD-BOILED PROOF Laboratory measurement of the irritation ("bite") in the smoke, indicates that the average of six other leading, popular pipe tobaccos is over THREE TIMES AS IRRITATING as REVELATION! Since BOND STREET also is produced by the same Philip Morris method, you'll find this goes for BOND STREET too!

Your favorite tobacco counter has both REVELATION and BOND STREET. What can you lose? You may gain—*a new high in enjoyment of your pipe!*

EITHER 15¢

REVELATION

One of the world's most Perfectly Balanced Blends

A magnificent "flavor-blend" of five different, superb tobaccos . . . cut five different ways, smokes clean, cool and even—every puff a pleasure.

Try them—separately—or mix them to your taste.

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Source: https://www.industrydocuments.ucsf.edu/docs/sjdv0004

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